



The Northern American Conference of Smoking Cessation Quitlines

May 8-10, 2002

Pointe South Mountain Resort ■ 7777 South Pointe Parkway ■ Phoenix, AZ 85044

Agenda

Tuesday, May 7, 2002

5:30 p.m. - 9:00 p.m.

Poster Session Set-Up

Navajo

Wednesday, May 8, 2002

7:30 a.m.

Conference Registration

Upper Lobby

8:00 a.m.

Continental Breakfast and Networking

Squaw Peak Patio

9:00 a.m. - 9:10 a.m.

Welcome and Introduction

South Mountain Ballroom

Overview of conference

Shu-Hong Zhu, Ph.D.
University of California San Diego
La Jolla, CA

Deborah Ossip-Klein, Ph.D.
University of Rochester School of Medicine
Rochester, NY

9:10 a.m. - 9:40 a.m.

Survey of Quitlines in North America

Shu-Hong Zhu, Ph.D.
University of California San Diego
La Jolla, CA

9:40 a.m. - 10:10 a.m.

An Overview of European Quitlines

Hans Gilljam, M.D., Ph.D.
Karolinska Institute
Stockholm, Sweden

10:10 a.m. - 10:25 a.m.

Refreshment Break

Squaw Peak Patio





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10:25 a.m. - 10:55 a.m.	A Review of the Efficacy of Quitlines Ed Lichtenstein, Ph.D. Oregon Research Institute Eugene, Oregon	South Mountain Ballroom
10:55 a.m. - 11:25 a.m.	The Concept of a Consortium for Quitlines Deborah Ossip-Klein, Ph.D. University of Rochester School of Medicine Rochester, NY	
11:25 a.m. - 11:45 a.m.	Quitline Objectives from the Proposed Blueprint Corinne Husten, M.D., M.P.H. Centers for Disease Control and Prevention Atlanta, GA	
11:45 a.m. - 1:00 p.m.	Lunch (provided) Poster Session	Squaw Peak Patio Navajo
1:00 p.m. - 3:30 p.m.	Roundtables on Operation of Quitlines (1:00 p.m. and 2:15 p.m. sessions offered) 1) Promotion Methods, Strategies, and Lessons Learned Pamela Powers, M.P.H. University of Arizona Tucson, AZ K. Michael Cummings, Ph.D. Roswell Park Cancer Institute Buffalo, NY	Mohave





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2) Counselor Selection and Training

Kachina/Lantana

Christopher Anderson, B.S.
University of California, San Diego
La Jolla, California

Kathi Burton
University of Rochester
Rochester, NY

3) Call Center Technology: Telephone and Data Collection Systems

West Courtroom 3C

Louise Walker, B.A., B.Sc.
Canadian Cancer Society
Hamilton, Ontario, Canada

Angela Geiger, M.B.A.
American Cancer Society
Atlanta, GA

4) Service Protocols: Models for Delivering Helpline Services

East Courtroom 3A

Ken Wassum, B.A.
Group Health Cooperative
Tukwila, MD

Jeannie Boness, R.N.
Mayo Management Services, Inc.
Rochester, MN

3:30 p.m.

Refreshment Break

Squaw Peak Patio





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3:45 p.m.

Panel Discussion

South Mountain Ballroom

Population Access to Quitline Services: Challenges and Opportunities

Chair

Scott Leischow, Ph.D.
National Cancer Institute
Bethesda, MD

A U.S. National Perspective

Lyndon Haviland, Dr.P.H.
American Legacy Foundation
Washington, DC

A U.S. State's Perspective

David Willoughby M.A.
Minnesota Partnership for Action Against Tobacco
St. Paul, MN

A Canadian Perspective

Dawn Hachey, R.N.
Health Canada
Ottawa, Ontario, Canada

Moderated Discussion

Scott Leischow, Ph.D.
National Cancer Institute
Bethesda, MD,

5:15 p.m.

Adjourn for the Day





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Thursday, May 9, 2002

8:00 a.m.	Continental Breakfast and Networking	Squaw Peak Patio
8:30 a.m.	Introduction to Day 2 Activities Deborah Ossip-Klein, Ph.D. University of Rochester School of Medicine Rochester, NY	South Mountain Ballroom
8:35 a.m. - 10:10 a.m.	Plenary Session: State of the Field Moderator Deborah Ossip-Klein, Ph.D. University of Rochester School of Medicine Rochester, NY Intervention Methods Ed Lichtenstein, Ph.D. Oregon Research Institute Eugene, OR Evaluation: What Is Needed In The Field and How It Can Be Done? Scott Leischow, Ph.D. National Cancer Institute Bethesda, MD Special Populations: Adolescents, Pregnant Women, SLT Users Shu-Hong Zhu, Ph.D. University of California, San Diego La Jolla, CA	South Mountain Ballroom





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Increasing the Population Impact of Quitlines

Tim McAfee, M.D., M.P.H.
Group Health Cooperative
Tukwila, WA

Discussant

Harry Lando, Ph.D.
University of Minnesota
Minneapolis, MN

10:10 a.m. - 10:15 a.m.

Introduction to Workgroups

Deborah Ossip-Klein, Ph.D.
University of Rochester
Rochester, NY

10:15 a.m. - 10:30 a.m.

Refreshment Break

Squaw Peak Patio

10:30 a.m. - 12:30 p.m.

Workgroups Session 1:

1) Consortium

Kachina/Lantana

Deborah Ossip-Klein, Ph.D.
University of Rochester
Rochester, NY

Abby Rosenthal, M.P.H.
Centers for Disease Control and Prevention
Atlanta, GA

- Needs/Options for networking, disseminating evidence-based interventions, training, research, evaluation, minimum data set





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2) Intervention Methods

Mohave

Paul McDonald, Ph.D.
University of Waterloo
Waterloo, Canada

Ed Lichtenstein, Ph.D.
Oregon Research Institute
Eugene, Oregon

- Consideration of issues in delivering evidence-based interventions and how to proceed when needs exist in the absences of evidence base

3) Evaluation

Navajo

Scott Leischow, Ph.D.,
National Cancer Institute
Bethesda, MD

Harry Lando, Ph.D.
University of Minnesota
Minneapolis, MN

- What is needed in the field and how can it be done

4) Special Populations

West Courtroom 3C

Shu-Hong Zhu, Ph.D.
University of California, San Diego
La Jolla, CA

Cathy Melvin, Ph.D.,
University of North Carolina
Chapel Hill, NC

- Adolescents, Pregnant smokers, SLT Users





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5) Increasing the Population Impact of Quitlines

West Courtroom 3D

Tim McAfee, M.D., M.P.H.
Group Health Cooperative
Tukwila, WA

Corinne Husten, M.D., M.P.H.
Centers for Disease Control and Prevention
Atlanta, GA

- How to synergize and integrate quitline activity with other state and local tobacco control activities
- How quitlines can help increase total reach and effectiveness of cessation services

12:30 p.m. - 1:30 p.m.

Lunch (provided)

Palm Court

1:30 p.m. - 3:30 p.m.

Workgroups Session 2

Same Rooms as AM Sessions

3:30 p.m.

Adjourn for the Day

4:00 p.m.

Workgroup Session Leaders Reassemble

South Mountain Ballroom

5:30 p.m. - 7:00 p.m.

Reception

Aunt Chilada's Restaurant

Hosted by:

Arizona Department of Health Services -
Arizona Tobacco Education and Prevention
Program (TEPP)

Generously Sponsored by:

Coalition for Tobacco Free America
Inter Tribal Council of America, Inc.
Northwest Portland Area Indian Health Board
American Cancer Society
American Lung Association of Arizona/New Mexico





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Friday, May 9, 2002

8:00 a.m.	Continental Breakfast and Networking	Squaw Peak Patio
9:00 a.m.	Reports from Workgroups Moderator Deborah Ossip-Klein, Ph.D. University of Rochester School of Medicine Rochester, NY Consortium Intervention Methods Evaluation	South Mountain Ballroom
10:05 a.m. – 10:20 a.m.	Break	
10:20 a.m. – 11:10 a.m.	Reports from Workgroups (continued) Special Populations Increasing the Population Impact of Quitlines	South Mountain Ballroom
11:10 a.m. – 11:40 a.m.	Where Do We Go From Here? Shu-Hong Zhu, Ph.D. University of California San Diego La Jolla, CA	
11:40 a.m.	Closing Remarks Deborah Ossip-Klein, Ph.D. University of Rochester School of Medicine Rochester, NY	
12:00 Noon	Conference Adjournment	

